

Interbrand Schechter

August 6, 1996

<i>New York</i>	<i>Tokyo</i>
<i>Chicago</i>	<i>Seoul</i>
<i>San Francisco</i>	<i>Singapore</i>
<i>London</i>	<i>Sydney</i>
<i>Hamburg</i>	<i>Johannesburg</i>
<i>Milan</i>	

Ms. Amy Wheelock
Philip Morris USA
120 Park Avenue
New York, NY 10017.5592

Dear Amy,

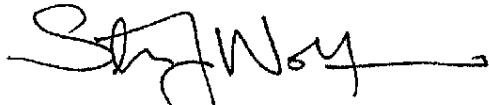
It was a pleasure seeing you yesterday evening for the Project BLUE NOTE creative brainstorming session.

We hope you enjoyed the group, and we believe there were some positive responses and ideas generated based on the imagery depicted in the Leo Burnett USA advertising boards, as well as the creative stimulus for the new cigarette brand.

Attached please find a summary of names elicited from the creative respondents last night. Of course, we will be utilizing names and ideas from the session in preparation for tomorrow's full naming presentation.

We look forward to seeing you and the rest of the Philip Morris team tomorrow at 2:00 PM for the full presentation. In the meantime, please feel free to give us a call if you have any questions.

Sincerely,



Steven J. Wolf
Account Executive

cc: Pascal Fernandez, Philip Morris USA
Jonathan Bell, Interbrand Schechter
Alex Birkin, Interbrand Schechter
IBS Naming Staff

3 Questions
Vol interview
, and Name
note

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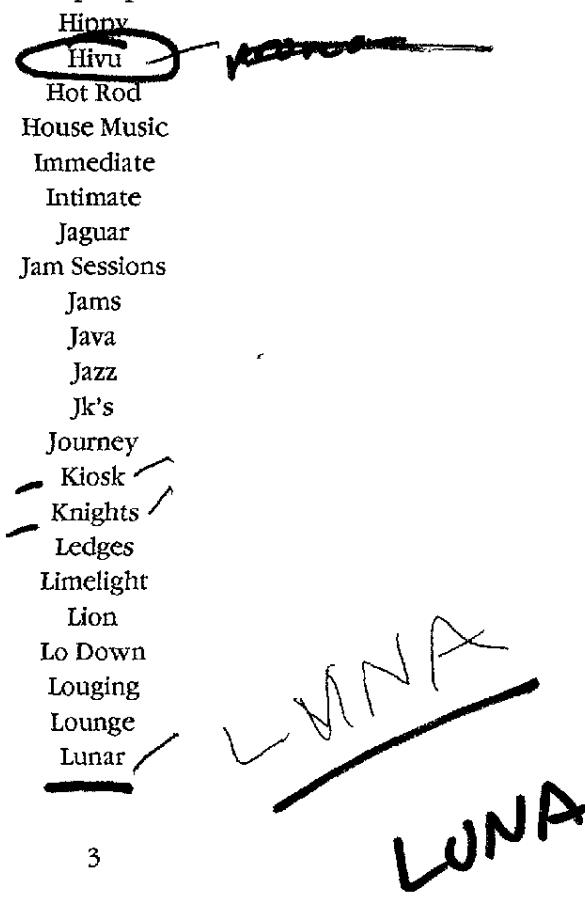
Philip Morris Creative Focus Group (8/5/96)

After Dark
After Hours
Alley
Alley Cat
Arenas
Array
Attic
Avenue
Azure
Back Alley
Back Beat
Backroom
Backstage
Backstreet
Bad Connect
Basement
Bass
Beatnic
Bee Bop
Billboard
Bird Land
Bistro
Bizarre
Blue
Blue Note
Blues
Bluze
BMP's
Bola
Bongo
Boom Box
Boulevard
Bowery
Broadway
Brash
Brass
Breeze
Brown Stone
Brunettes
Cafe
Callipso
Carot

Cassablanca
Celo
Center Stage
Central
Chelsea
Chilis
Chill
Chillies
Chorus
Circle
Circus
Clubb
Collage
Colleseum
Coltrane
Cool Breeze
Cool Jazz
Cool Nights
Cosmopolitan
Crickets
Cross Town
Dark
Dark Lights
Delancy
Deliquents
Diva
Dodgers
Dynamic
Ear Popping
East Side
Eclipse
Ecophony
Elevate
Enzo
Escape
Express
Faces
Falcon
Fez
Finger Snapping
First Edition
Five Points
Flapper
Flavors
Flood
Floyd's

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Fluid
Footlights
Forest
Freeway
Fresh
Frontier
Fusion
Galaxy
Galcier
Gas Light
Global
Granite
Green
Gum Shoe
Hamptons
Harmony
Heights
High Heights
Hi Life
Hi-Maintenance
Hi Note
Hi Rise
Highway
Hip-hop
Hippy
Hivu
Hot Rod
House Music
Immediate
Intimate
Jaguar
Jam Sessions
Jams
Java
Jazz
Jk's
Journey
Kiosk
Knights
Ledges
Limelight
Lion
Lo Down
Lounging
Lounge
Lunar



Lyrical
Madison
Marble
Marenge
Melange
Mellow
Mellow Horizons
Mellow Kings
Melody
Melrose
Metro
Microphone
Midnight
Midnight Mellow
Millenium
Mirage
Mombo
Mono
Moods
Moody
Moving
Musty
Mystere
Mystery
New Age
Night Shade
Nirvana
Nite Life
Nite Scape
Nocturnal *Nocto?*
Noir
Noose
Now
Odessey
Palate
Parade
Paris Nights
Park
Parkers
Peepin'
Penthouse
Percussion
Poetry Slam
Primping
Prism
Profile

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Pulsate
Pulse
Pump Me Up!
Quartet
Regency
Reggae
Rendez Vous
Retreat
Revolution
Rhapsody
Rhythm
Rhythm And Blues
Ribbons
Rooftop
Royale
Safe Smoke
Salsa
Samba
Saxo
Scoop
Serenade
Shadow
Shorteze
Simers
Singles
Sirens
Skyline
Skyway
Smooth
Smoothes
Soho
Solitude
Sounds
Spades
Speak Easy
Spotlight
Square
Starlight
Stella
Sterling
Stop Light
Street Life
Streetscape
Strings
Stylin'
Subway

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Sumertime
Sun Down
Sunset
Swing
Swingers
Symphony
Synchronicity
Syncro
Take Out
Tapestry
Tokens
Tom Cat
Tom Tom
Torch
Torchlight
Touchee
Town
Track
Traffic
Tram
Transfers
Trendy
Tribecca
Trio
Tuba
Turf War
Twilight
Two Step
Typany
Underground
Up Beat
Uptown
Venue
Verde
Vibe
Vizion
Vogue
Washbasin
Westend
Wild Life

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